

**CLAIMS:**

1. A method for trading at least one service or product between a merchant and a customer, comprising:

the merchant, incorporating a price tag in data that relates to the tradable  
5 service or product and that is to be transmitted from the merchant to the customer,  
said price tag including price information for the at least one service or product and  
being incorporated in anticipation of the price information being registered if the  
trade is completed in a customer account with a network operator that provides  
access for the customer to a communication network;

10 transmitting said data via said communication network; and

the network operator or a charging utility associated therewith, intercepting  
said price tag and if the trade is completed, registering the price information in the  
customer account.

2. A method according to Claim 1, wherein said price tag is formatted  
15 according to an acceptable standard.

3. The method of Claim 1, further comprising prior to said incorporating:  
receiving a purchase request from the customer for the at least one service or  
product and the registration includes charging the customer account.

4. The method of Claim 1, further comprising prior to said incorporating:  
20 receiving at least one product returned by the customer, and the registration  
includes crediting the customer account.

5. The method of Claim 1, wherein said price tag also includes an identifier  
of the merchant.

6. The method of Claim 1, wherein said price tag also includes a description  
25 of the at least one service or product.

7. The method of Claim 1, wherein said price information includes an amount  
and a currency for the at least one service or product.

8. The method of Claim 1, wherein said price tag also includes an identifier  
of a manufacturer of the at least one product.

9. The method of Claim 1, wherein said price tag also includes a category description.

10. The method of Claim 1, wherein at least part of said data is an HTTP header and said price tag is incorporated in said header.

5 11. The method of Claim 1, wherein at least part of said data constitutes at least part of the at least one product.

12. The method of Claim 1, wherein said data is a message regarding the at least one service or product.

13. A method for evaluating whether to allow a charge or a credit for at least  
10 one service or product in a trade between a merchant and a customer, comprising:

receiving data that relates to the traded service or product and that includes a price tag transmitted via a communication network, said price tag including price information for the at least one service or product, and said price tag having been  
15 credited to a customer account with a network operator providing access for the customer to said communication network;

reading said price tag;

evaluating whether said customer account can support a charge or a credit for a sum of money represented by said price information; and

20 if said customer account cannot support said charge for said sum represented by said price information, not allowing said charge for said sum.

14. The method of Claim 13, wherein said evaluating includes: checking locally stored information on said customer account, wherein said information is at least one from a group including: account balance, balance due, credit rating, credit  
25 line, and account rules.

15. The method of Claim 13, wherein said evaluating includes: transferring a query over said communication network to a separate server inquiring about information on said customer account, wherein said information is at least one from a group including account balance, account balance due, credit rating, credit line,  
30 and account rules.

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16. The method of Claim 13, further comprising:  
if said charge is not allowed, indicating so to one or both of the merchant  
and the customer.
17. The method of Claim 13, further comprising: if said customer account can  
5 support said charge or credit for said sum of money represented by said price tag,  
allowing and registering said charge or credit for said sum under said customer  
account.
18. The method of Claim 17, wherein said registering includes: converting said  
sum into local currency.
- 10 19. The method of Claim 17, wherein said registering is only performed if the  
customer approval for said charge or credit is previously requested and received.
20. The method of Claim 17, further comprising: if said registering is  
performed, indicating to one or both of the merchant and the customer that a  
registering of said charge or credit is confirmed.
- 15 21. The method of Claim 17, further comprising: settling said registered  
charge or credit with the merchant.
22. The method of Claim 17, further comprising: if said registering is  
performed, allowing at least part of said data to pass through to the customer.
23. The method of claim 22, wherein at least part of said passed through data  
20 is content data.
24. The method of claim 22, wherein at least part of said passed through data  
is a message for the customer.
25. A method for trading at least one service/product between a merchant and  
a customer, comprising:  
25 the merchant, incorporating a price tag in data that relates to the tradable  
service or product and that is to be transmitted from the merchant to the customer,  
said price tag including price information for the at least one service or product and  
being incorporated in anticipation of the price information being registered if the  
trade is completed in a customer account with a network operator that provides  
30 access for the customer to a communication network;

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transmitting said data via said communication network;

a charging agent associated with said network operator intercepting said price tag, and recording a charge or a credit according to said price information in said customer account;

5 a billing system associated with said network operator receiving the recorded charge or credit and settling said recorded charge or credit with the merchant.

26. A system for pricing a service or product tradable between a merchant and a customer, comprising:

10 an incorporator utility for incorporating a price tag in data that relates to the tradable service or product to be transmitted from the merchant to the customer through a communication network, said price tag including price information for the at least one service or product and being incorporated in anticipation of charging or crediting a customer account with a network operator that provides  
15 access for the customer to said communication network, the charging or crediting being based on said price information and occurring if the trade is completed.

27. The system of Claim 26, further comprising a pricing database including pricing information for use in said price tag.

28. A system for deciding whether to allow a charge for a service or product  
20 in a trade between a merchant and a customer, comprising:

a reader for intercepting and reading a price tag that is incorporated in data relating to the traded service or product, said data being transmitted via a communication network, said price tag including price information for the traded service or product and having been incorporated in said data in anticipation of  
25 charging or crediting a customer account with a network operator providing access for the customer to the communication network based on said price information; and

an evaluator for evaluating if said customer account can support a charge or a credit for a sum of money represented by said price information.

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29. The system of Claim 28, further comprising: a charger for recording said charge or credit to said account.

30. The system of Claim 29, further comprising a business support system including a billing system for settling said recorded charge or credit with the  
5 merchant.

31. The system of Claim 30, wherein said business support system also includes a database for storing information on said account.

32. The system of Claim 28, further comprising: a currency converter for converting said price information into local currency.

10 33. The system of Claim 28, wherein at least part of the system is included in or coupled to a communication device of the customer.

34. The system of Claim 28, wherein at least part of the system is included in or coupled to a communication infrastructure of said network operator.

35. The system of claim 28, further comprising a local memory included in or  
15 coupled to a communication device of the customer or a charging agent associated with said network operator, for storing information on said account

36. A method for selling content from a merchant of the content to a customer, comprising:

the merchant, incorporating a price tag in data that includes the content, said  
20 price tag including price information for said content and being incorporated in anticipation of the price information being charged to a customer account with a network operator that provides access for the customer to a communication network;

transmitting said data via said communication network; and

25 the network operator or a charging utility associated therewith, intercepting said price tag and if the sale is completed, registering the price information in the customer account.

37. The method according to Claim 36, further comprising: determining whether said account can be charged for the price of said content and allowing  
30 transfer of said content to the customer based on such determination.

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38. The method of claim 37, wherein the content is transferred to the customer only if the charge was previously submitted for customer approval and customer approval was received.